

Milwaukee Ballet's mission is to transform lives and connect communities through inspiring performance, community engagement, education and training.

Social Media & Content Manager

Position Summary

The **Social Media & Content Manager** is a key member of Milwaukee Ballet's Advancement department and marketing team, responsible for creating and executing engaging digital content that brings the organization's brand and artistic work to life. This role manages day-to-day social media channels while capturing and producing photo and video content from rehearsals, performances, and behind-the-scenes moments supporting overall marketing efforts. Working collaboratively across departments, this role drives audience engagement, ticket sales, and community connection through dynamic digital storytelling.

This position requires flexibility outside of traditional office hours, including evenings, weekends, and support during performances and events. This is an in-person, full-time, exempt position with benefits.

Responsibilities

- Lead the development and execution of Milwaukee Ballet's social media strategy across platforms including Facebook, Instagram, LinkedIn, and TikTok, ensuring alignment with organizational goals and campaigns.
- Develop and manage the social media content calendar, collaborating with internal teams to plan, prioritize, and execute timely, strategic, and engaging content.
- Capture, produce, and edit high-quality photo and video content including rehearsals, performances, outreach, events, and behind-the-scenes moments to support ongoing storytelling and campaign needs.
- Create platform-specific content, including short-form video (Reels, Stories), that drives engagement, expands reach, and reflects current social trends and best practices.
- Write compelling, on-brand copy for social media posts, ensuring consistency in voice, tone, and messaging across all channels.
- Manage day-to-day social media operations, including scheduling, publishing, and optimizing content.
- Actively engage with audiences by responding to comments and messages in a timely and brand-appropriate manner, while fostering community and conversation.
- Monitor social media performance and analytics, providing regular insights and recommendations to the internal marketing team to improve content effectiveness and audience growth.
- Manage third-party creative/content support, including scheduling and coordinating with photographers, videographers, and/or agencies.
- Maintain and organize all digital and physical archives for photo, video, and other content.
- Manage photo and video processes for reviews, approvals, editing, and cataloging.
- Coordinate scheduling with dancers and Artistic staff for all photo and/or video shoots, ensuring appropriate processes are upheld in accordance with union and other relevant requirements.
- Collaborate cross-functionally with Marketing, Artistic, School & Academy, and Advancement teams to gather content, support campaigns, and amplify key initiatives.
- Support broader marketing efforts through content creation for email, website, and digital campaigns as needed, ensuring integrated storytelling across channels.
- Stay current on emerging social media trends, tools, and platform updates, proactively bringing new ideas and opportunities forward.

Background & Qualifications

- Bachelor's or relevant degree in marketing, communications, digital media, or comparable fields.
- Minimum of 3 years' experience managing social media and creating digital content for a brand or organization.
- Strong writing and editing skills, with the ability to craft engaging, on-brand copy across platforms.
- Experience capturing and editing photo and video content; proficiency with tools such as Adobe Creative Suite (Premiere Pro, Lightroom) or similar platforms preferred.
- Demonstrated understanding of social media platforms, trends, and best practices, including short-form video content.
- Experience with Canva or similar tools for light design work.
- Passion for the performing arts and nonprofit sector; appreciation for dance or live performance a plus.

Required Values & Qualities

- **Creative & Story-Driven:** Brings a strong visual eye and enthusiasm for capturing and telling compelling stories through photo, video, and written content.
- **Excellent Communication:** Communicates effectively verbally and in writing, with the ability to adapt tone, voice, and style for different audiences and platforms.
- **Organized & Detail-Oriented:** Manages multiple projects, timelines, and content needs with accuracy and attention to detail.
- **Collaborative:** Works effectively and positively across departments, building strong internal relationships.
- **Proactive & Innovative:** Stays current on social media trends and brings forward new ideas, formats, and opportunities. Is enthusiastic about brainstorming new ideas for content, strategy, and practices.
- **Personable & Community-Focused:** Engages thoughtfully with audiences, fostering meaningful connections and a strong sense of community.
- **Reliable:** Takes ownership of responsibilities and follows through on projects and deadlines.
- **Flexible:** Comfortable working some evenings and weekends as needed, particularly during shows/events.

About Milwaukee Ballet

Founded in 1970, Milwaukee Ballet is a leader in Wisconsin's arts and culture scene. Under the artistic leadership of Artistic Director Michael Pink, Milwaukee Ballet has become world-renowned for presenting bold new interpretations of story ballets, and cutting-edge contemporary works. Milwaukee Ballet is home to an international company of dancers and is one of a few companies in the nation with its own orchestra. Milwaukee Ballet School & Academy is the only professional dance school in the Midwest accredited by the National Association of Schools of Dance. Milwaukee Ballet's award-winning Community Engagement department serves more than 38,000 people in Southeastern Wisconsin through original, interactive programs.

Milwaukee Ballet is committed to creating an inclusive and diverse environment and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status.

How to Apply

- Submit a cover letter and resume with three references (including two professionals who will not be contacted without approval of the candidate) via our [Application Portal](#).
- Successful applicants will be subject to a background check.

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